

<p style="text-align: center;"> INFORMATION DISCLOSURE STATEMENT BY APPLICANT JUL 21 2003 Form PTO-1449 (Modified) Use several sheets if necessary </p>				COMPLETE IF KNOWN	
				Application Number	10/601,013
				Confirmation Number	
				Filing Date	June 20, 2003
				First Named Inventor	Ashish Agrawal
				Group Art Unit	2166
				Examiner Name	Navneet K. Ahluwalia
Sheet	1	of	1	Attorney Docket No.	249768071US

U.S. PATENT DOCUMENTS

FOREIGN PATENT DOCUMENTS

OTHER PRIOR ART-NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No.	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume issue number(s), publisher, city and/or country where published.	T
NKA	1	Overture – Content Match, "Get More Targeted Leads with Content Match™ (2 pages) http://www.content.overture.com/d/Usm/ac/ba/cm.jhtml [Accessed 7/2/03]	
NKA	1	Morrissey, Brian, "Google Rolls Out Targeted Ads," February 27, 2003 (2 pages) http://www.internetnews.com/IAR/print.php/1730811 [Accessed 7/2/03]	
NKA	1	Morrissey, Brian, "Overture Readies New Search Products," May 9, 2003 (2 pages) http://www.internetnews.com/IAR/print.php/2203901 [Accessed 7/2/03]	
NKA	1	"Overture <u>Unveils</u> New Ad Product, Content Match to Compete with Google Service," July 1, 2003 (1 page)	
		http://editorandpublisher.printthis.clickability.com/pt/cpt?action=cpt&expire=&urlID=6797754&fb=Y&pa [Accessed 7/2/03]	

EXAMINER	DATE CONSIDERED
<i>Narneet K Ahluwalia</i>	01 10 2006

*EXAMINER: Initial if reference considered, whether or not criteria is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to application(s).

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